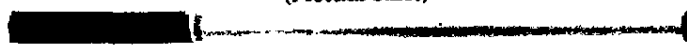


Smoke less without smoking less.

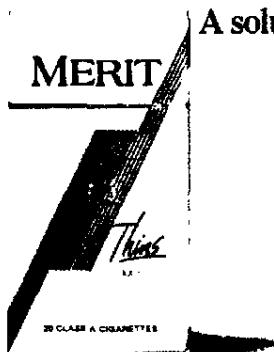
(Actual size.)



New Merit Thins has 1/4th less tobacco than ordinary cigarettes. But the really big news is what we've done with so little. Because of Enriched Flavor,TM Merit Thins delivers the rich taste and smoking satisfaction of leading light cigarettes, but with even less tar. Need we say more?

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